

MINUTES OF THE
HOUSING ADVISORY COMMISSION
OF THE CITY OF CHULA VISTA

July 23, 2014

4:00 P.M.

A Meeting of the **Housing Advisory Commission** of the City of Chula Vista was called to order at 4:03 p.m. in Conference Room C101, located in Building A at 276 Fourth Avenue, Chula Vista, California.

ROLL CALL

PRESENT: Commissioners Lisama, Quero, and Zaker

ABSENT: Commissioner Torre (U) and Chair Uy (E)

ALSO PRESENT: Stacey Kurz, Senior Project Coordinator
Craig Ruiz, Economic Development Specialist
Michael Meacham, Director of Economic Development

CONSENT CALENDAR

1. APPROVAL OF MINUTES FROM May 1, 2014

ACTION: Vice Chair Quero moved to Table the approval of the minutes until a quorum of members that attended the May 1st meeting were present. Commissioner Zaker seconded the motion, and it carried, result of vote 2-0-1, with Commissioner Lisama abstaining as a recent member to the commission.

PUBLIC COMMENTS

None.

INFORMATIONAL ITEMS

2. CHULA VISTA ECONOMIC DEVELOPMENT

Staff Ruiz provided a brief presentation summarizing efforts of the Economic Development Department, reference Exhibit 1 presentation.

ACTION: None required.

OTHER BUSINESS

3. STAFF COMMENTS

Update on the following projects was provided by Staff Kurz:

- Urban Core Specific Plan Updates – Updates to the UCSP are planned to be taken to Council in September to rezone R3 residential properties and revise some of the zoning guidelines to give property owners more flexibility.
- Lofts on Landis – Subterranean level nearing completion, construction on schedule.
- Kiku Gardens – Pulled building permits, expect rehabilitation to start in near future.
- Congregational Towers – Rehabilitation of the project was nearly complete.
- Christmas in October – Applications now available for low income homeowners in need of rehabilitation assistance.

4. CHAIR’S COMMENTS (MOBILEHOME RENT REVIEW COMMISSION)

None.

5. COMMISSIONERS’/BOARD MEMBERS’ COMMENTS

None.

ADJOURNMENT

At 5:35 p.m., Commissioner Zaker motioned to adjourn the meeting, with a second from Commissioner Lisama, to the regularly scheduled meeting on Wednesday, October 22, 2014 in Conference Room C101 at 4:00 p.m.



Stacey Kurz, Senior Project Coordinator

Exhibits: 1. Economic Development Presentation



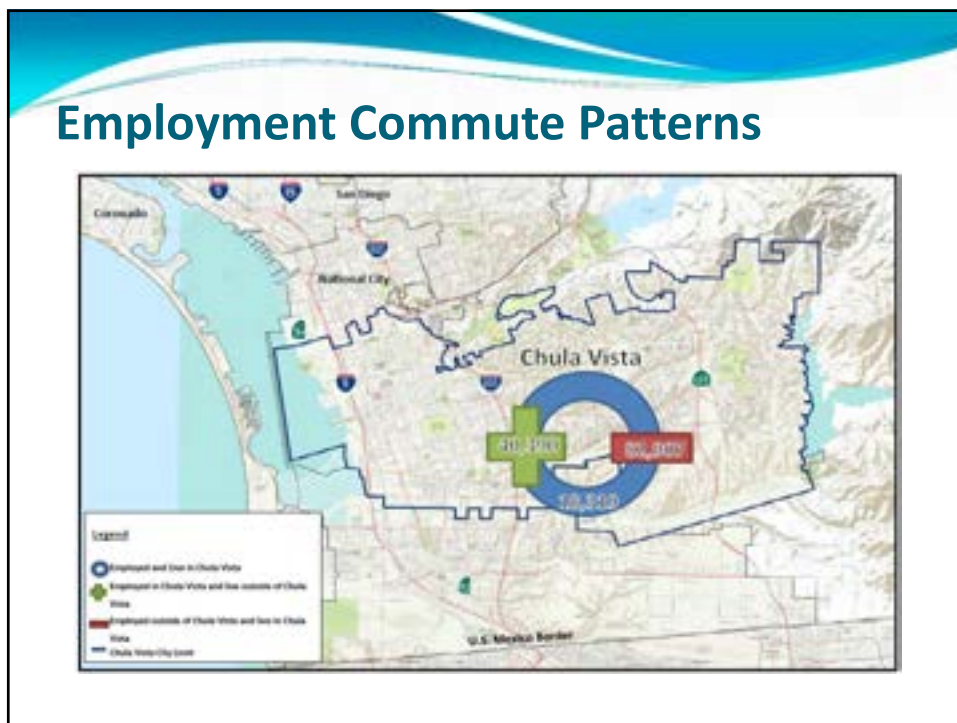
Chula Vista Business Cluster Analysis

Leveraging Unique Assets to Compete Globally

July 23, 2014 – Housing Advisory Committee

Craig Ruiz, Principal
Economic Development Specialist

Michael T. Meacham,
Director Economic Development



Business Cluster Study



Project Purpose

“We don’t know, what we don’t know.”

1. Identify “best fit” business clusters,
2. Readiness for recruitment of new businesses to attract and expand quality jobs, and
3. Provide recommendations for positioning, marketing, and business recruitment.
4. Develop and implement a plan to identify and approach business expansion & recruitment targets

Best Fit Industry Clusters

- Advanced Manufacturing
- Clean Tech
- Education & Innovation Centers
- Information & Communications Technology
- Health & Wellness Services (Sports Medicine)
- Headquarters & Administrative Offices



Corporate Location Assessment

Corporate Location Exercise Ranking – 12 Decision Factors	
CLE Conducted by: Austin Consulting, International Site Selectors	
Market Access	Strength
Real Estate	Current Weakness (shovel-ready ⁴) / potential Strength
Utilities	Neutral
Transportation	Strength / Neutral (potential west/cross town congestion)
Workforce	Strength / Weakness (Lack of documentation)
Business Climate	Neutral
Sustainable Practices	Strength
Risk Management	Strength
Business Costs	Neutral (impact fee concern)
Incentives	Neutral (loss of Enterprise Zones)
Quality of Life	Strength
Readiness	Weakness
Overall Ranking	Neutral

Go-To-Market Strategy

The core of the project – tactical approaches to business retention, expansion, attraction and prospecting:

1. Existing Business Development
2. Positioning
3. Packaging
4. Business Attraction/Target Markets
5. Earned Media

Unique Position in the Market

- Distinctly unique is proximity to Cali-Baja, the connectivity to San Diego's resources and a multinational resident base ;
- Chula Vista and Cali-Baja share industry clusters – this synergistic relationship creates a unique *selling proposition*.



Packaging

Quality collateral and marketing materials and tools are needed:

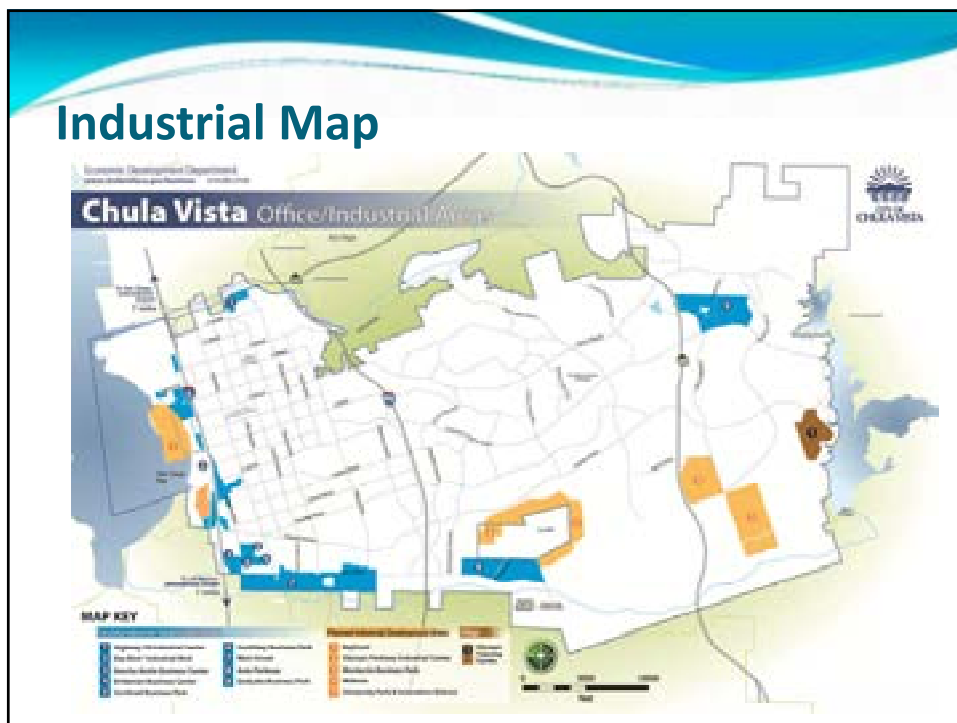
- Marketing
 - Map Collateral Brochures
 - Business Cases
 - Labor Data
 - Website
- Site Investigation Data Guide



Regional Map



Industrial Map



Chulavistaca.gov/business



Questions?